

Message Text

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ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
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R 191048Z JUL 76
FM AMEMBASSY BANGKOK
TO USDOC WASHDC
INFO SECSTATE WASHDC 945

UNCLAS BANGKOK 20365

E.O. 11652: N/A

TAGS: BEXP, TH

SUBJECT: WTDR/FTI - SIAM FOOD PRODUCTS CO., LTD.

1. THAILAND 2. CNTRY CODE 549 3. SER NO: 01682000
4. SIAM FOOD PRODUCTS CO., LTD.
- 4A. CODE: K
5. 283 SILOM ROAD, SIBUNRUANG BUILDING 1, BANGRAK,
6. BANGKOK, THAILAND
7. ESTABL: 1970 8. EMPL: 250 9. SIZE: (19-X) LARGE
10. REPUTATION: (22-X) - GOOD
11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED
IN ORDER OF IMPORTANCE: LOCAL AND ABROAD
12. RPT. DATE: 07/76
- 13A. 20330/04 MFG. EXP. OF CANNED FRUIT AND VEGETABLE
14. CONTACT: VIVAD CHARANVAS TITLE: ASST. MANAGING DIRECTOR
15. CABLE: SIAMFOODCO 16. TELEX: TH 2958
17. TEL: 2336891, 2348578
18. FINANCIAL REFS: THE THAI FARMERS BANK LTD., 142 SILOM
ROAD, BANGKOK.
19. TRADE REFS: GETZ BROS. & CO., INC., 640 SACRAMENTO STREET,
SAN FRANCISCO, CALIFORNIA 94111; AUSTRACAN (USA) INC., 85
AVENUE OF THE AMERICAS, NEW YORK, N.Y. 10001; CAMERICAN
INTERNATIONAL INC., 260 MADISON AVE., NEW YORK, N.Y. 10016.
20. AGENCY REP: N/A
21. SUBJECT FIRM WAS ESTABLISHED IN 1970 BY A GROUP OF THAI
BUSINESSMEN AND RETIRED OFFICIALS OF THE MINISTRY OF
COMMERCE WITH AN AUTHORIZED CAPITAL OF \$1.25 MILLION WHICH
WAS LATER INCREASED TO \$1.75 MILLION. IT RECEIVED AN

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INDUSTRIAL PROMOTION CERTIFICATE FROM THE BOARD OF INVESTMENT

TO RUN PLANTATIONS TO PRODUCE CANNED PINEAPPLE FOR LOCAL CONSUMPTION AND EXPORT. SUBJECT FIRM'S PRODUCTION CAPACITY REACHES 1.23 MILLION BOXES OR ABOUT 50,000 TONS PER YEAR. ITS PRODUCTS ARE MOSTLY EXPORTED TO USA, EUROPEAN COUNTRIES, CANADA, MIDDLE EAST, U.K. AND JAPAN. UNDER THE CAPABLE MANAGEMENT OF PROFESSOR AMARA BHUMIRATANA, WHO IS BOTH DIRECTOR OF THE INSTITUTE OF FOOD RESEARCH AND PRODUCTS DEVELOPMENT (A FULLY OWNED GOVERNMENT INSTITUTE) AND PRESIDENT OF THE CANNED FOOD ASSOCIATION, THE BUSINESS APPEARS FRUITFUL AND TO BE STEADILY GROWING. SUBJECT'S LABOR FORCE FLUCTUATES BETWEEN 250 TO 400 WORKERS DURING THE PEAK SEASON. MOST OF MACHINES ARE IMPORTED FROM U.S., GERMANY, SWEDEN AND TAIWAN. ITS SALES VOLUME IN 1975 WAS REPORTED TO BE \$7 MILLION. SUBJECT FIRM ENJOYS AN EXCELLENT REPUTATION IN LOCAL BUSINESS CIRCLES. BANK REFERENCE REPORTS FAVORABLY ON FIRM WHICH HAS SOUND FINANCIAL STANDING AND IS WELL-MANAGED. IT IS CONSIDERED TO BE A GOOD TRADE CONTACT FOR U.S. FIRMS.

22. PREPARED BY: SATHIT APPROVED BY: THOMAS C. STAVE
WHITEHOUSE

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